

Application No.: 10/037394

Case No.: 56059US009

Amendments to the Claims

Please cancel unelected Claims 16-19. Please amend claim 14 and 15 and add claims 40-49 as follows:

1-13 Cancelled

14. (Original) An optical element having a surface treatment comprising a fluorochemical compound having the general formula $(C_nF_{2n+1})-X$ wherein n [[is about]] ranges from 1 to 4 and X is a polar group or polar group-containing organic radical selected from the group comprising sulfonic acids and salts thereof; sulfonamides, sulfonimides and salts thereof; amides, silanes, and mixtures thereof.

15. (Original) An optical element having a surface treatment comprising a fluorochemical compound having the general formula $(C_nF_{2n+1})-X$ wherein n [[is about]] ranges from 1 to 4 and X is a polar group or polar group-containing organic radical; and wherein said compound is free of heavy metals and transition metals.

16-22 Cancelled

23. (Original) A pavement marking comprising a liquid binder and a multitude of the optical elements of claim 14.

24. (Original) A pavement marking comprising a liquid binder and a multitude of the optical elements of claim 15.

25. (Cancelled)

26. (Original) The pavement marking of claim 23 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

Application No.: 10/037394

Case No.: 56059US009

27. (Original) The pavement marking of claim 24 wherin the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

28. (Cancelled)

29. (Original) A reflective sheeting comprising:

- a) a top coat layer having an exposed surface;
- b) a binder layer disposed on the exposed surface of the top coat layer;
- c) a multitude of the optical elements of claim 14 disposed in the binder layer;
- d) a space coat layer disposed on the binder layer; and
- e) a reflective layer disposed on the space coat layer.

30. (Original) A reflective sheeting comprising:

- a) a top coat layer having an exposed surface;
- b) a binder layer disposed on the exposed surface of the top coat layer;
- c) a multitude of the optical elements of claim 15 disposed in the binder layer;
- d) a space coat layer disposed on the binder layer; and
- e) a reflective layer disposed on the space coat layer.

31. (Cancelled)

32. (Original) The reflective sheeting of claim 29 wherin the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

33. (Original) The reflective sheeting of claim 30 wherin the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

34. (Cancelled)

35. (Original) A rear projection screen comprising a transparent substrate and the optical elements of claim 14 embedded in an opaque binder matrix and wherein said optical elements are in contact with the transparent substrate.

Application No.: 10/037394

Case No.: 56059US009

36. (Original) A rear projection screen comprising a transparent substrate and the optical elements of claim 15 embedded in an opaque binder matrix and wherein said optical elements are in contact with the transparent substrate.

37. (Cancelled)

38. (Original) The reflective sheeting of claim 35 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

39. (Original) The reflective sheeting of claim 36 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

40. (New) A reflective article comprising a binder and optical elements wherein the optical elements comprise a surface treatment comprising at least one fluorocarbon compound wherein said compound is free of perfluoroalkyl groups having more than four carbon atoms.

41. (New) The reflective article of claim 40 wherein the optical elements are embedded in the binder at a depth of about 40-70% of their diameters.

42. (New) The reflective article of claim 40 wherein the optical elements have refractive index of at least 1.5.

43. (New) The reflective article of claim 40 wherein the article is a pavement marking.

44. (New) The reflective article of claim 40 wherein the article is a retroreflective sheeting.

45. (New) The reflective article of claim 40 wherein the article is a projection screen.

Application No.: 10/037394

Case No.: 56059US009

46. (New) The reflective article of claim 40 wherein the surface treatment comprising a polyfluoropolyether compound having at least one polar group or polar group-containing organic radical.

47. (New) The reflective article of claim 40 wherein the surface treatment has a concentration of less than about 100 ppm.

48. (New) The reflective article of claim 14 wherein n is 4.

49. (New) The reflective article of claim 15 wherein n is 4.